



## Outbound Ignition Engine

Phase	Task
Introduction	Invite james@b2bgrowth.systems to Slack
Introduction	CEO or Subject Matter Expert must be engaged (no BDR delegation)
Introduction	Access shared drive
Tooling Requirements	Slack or equivalent
Tooling Requirements	Marketing CRM (GoHighLevel)
Tooling Requirements	Sales CRM (Close CRM)
Support	Daily Slack-based support
Support	<24h response time
Support	Campaign QA, reply handling, optimization
Onboarding	Complete Onboarding Questionnaire
Onboarding	Identify internal lead
Onboarding	Prep Product–Market Fit session
Product-Market Fit	Fill Foundational Copy Template
Product-Market Fit	Extract positioning + scroll-ready language
Product-Market Fit	Conduct Zoom case study interviews
Product-Market Fit	Transcribe & format into Copy Template
Data System Setup	Build 5,500 contact records
Data System Setup	Target by niche, geography, persona

Data System Setup	Upload into CRM
Outbound Infrastructure	Set up 5–10 disposable inboxes
Outbound Infrastructure	Configure custom domains
Outbound Infrastructure	Verify SPF, DKIM, DMARC records
Outbound Infrastructure	DNS Setup SOP
System Integration	Connect outbound stack via Zapier
System Integration	Automate reply routing & pipeline tagging
System Integration	Activate CRM dashboard tracking
Message Creation	Write email and LinkedIn sequences
Message Creation	Use scroll-based templates
Message Creation	Customize per niche & offer
Message Creation	Outbound Asset Folder
Warm Audience Activation	Craft 1–2 warm email campaigns
Warm Audience Activation	Drive to VSL funnel
Warm Audience Activation	Track & iterate on performance
LinkedIn Campaign Launch	Launch sequence via LinkedIn
LinkedIn Campaign Launch	Track reply rate and lead volume in workbook
LinkedIn Campaign Launch	Expected: 10–500 replies/week
Cold Email Campaign Launch	Deploy campaign across 5–50 inboxes
Cold Email Campaign Launch	Track open, click, reply, lead, and call booked
Cold Email Campaign Launch	Target: 2–10 qualified appointments/week

# Service Agreement

This Agreement is entered into between:

The Client, as identified in the order form (the “Client”),  
and { **contact.which\_company** } (the “Supplier”).

Together referred to as the “Parties,” and individually, a “Party.”

## 1. Background

The Supplier provides funnel building, revenue system design, customer acquisition, and implementation services. The Client agrees to obtain, and the Supplier agrees to provide, these services under the terms of this Agreement.

## 2. Preamble

The Supplier specializes in creating predictable revenue systems for business growth. This partnership is founded on shared objectives: to increase the Client’s visibility, strengthen lead generation, and enhance sales efficiency through professionally engineered systems.

## 3. Services

The Supplier will deliver services in accordance with the product and deliverables selected in the order form. Services may include:

- Funnel and system design
- CRM integration and configuration
- Outbound prospecting (email, LinkedIn, or multi-channel)
- Advertising setup and retargeting
- Reporting and performance optimization
- Daily communication via Slack or agreed channels

The Client must provide all images, videos, and branding materials required for implementation. Delays in delivering these assets may extend project timelines.

## 4. Confidentiality and Non-Disclosure

Both Parties shall maintain strict confidentiality over all shared information. This obligation extends for two (2) years after termination of this Agreement. The Supplier will not disclose Client data or provide competing services to direct competitors during this period.

## 5. Performance Standards

The Supplier will deliver services with reasonable care, skill, and diligence, and will conform to professional standards and agreed timelines.

The Client agrees to provide timely feedback, approvals, and access to information required for successful delivery.

## 6. Liability

Neither Party shall be liable for indirect, special, or consequential losses, including loss of profits, business interruption, or reputational harm.

The Supplier's total liability shall not exceed the total amount paid for services rendered under this Agreement.

The Client shall not be liable for the Supplier's actions except in cases of gross negligence or willful misconduct.

### **LinkedIn and Third-Party Platform Disclaimer:**

The Client acknowledges that outbound prospecting and marketing campaigns may be executed through third-party platforms such as LinkedIn, email service providers, or CRM integrations. These platforms operate independently and may enforce their own compliance or security measures. The Supplier will follow best practices to reduce risk but cannot guarantee against account restrictions, suspensions, or bans imposed by such platforms. Any such restrictions shall not constitute negligence or fault by the Supplier.

Both Parties agree that these limitations represent a fair allocation of risk and are an essential term of this Agreement.

## 7. Payment Terms

Payments shall follow the schedule stated in { **contact.partb\_maintenance\_fees** }.

Payments are due within 30 days of invoice unless otherwise specified.

The Supplier may pause work if payments are overdue.

## 8. Ownership of Work

All materials, creative assets, and deliverables produced for the Client shall be owned by the Client. The Supplier retains ownership of its proprietary frameworks, tools, templates, and methodologies used in delivering the services.

## 9. Supplier Marketing Rights and Testimonials

The Client agrees that the Supplier may reference the project, use the Client's name, logo, and general results in its marketing materials, and describe the work completed for promotional or educational purposes.

The Client further agrees to provide a written or video testimonial within ninety (90) days of service commencement, acknowledging the results achieved during the engagement.

The Supplier may use such testimonials, case study data, and project outcomes in future marketing, training, or sales materials. Sensitive or proprietary information will not be disclosed without the Client's prior written consent.

## 10. Additional Services

Services outside the original scope will only be undertaken upon mutual agreement through a written Change Order Form, outlining revised costs, timelines, and deliverables.

#### 11. Data Protection

Both Parties shall comply with applicable data protection and privacy laws, including the UK GDPR and Data Protection Act 2018, in relation to any personal data shared or processed under this Agreement.

#### 12. Non-Solicitation

The Client shall not, for a period of twelve (12) months following the termination of this Agreement, directly or indirectly solicit, employ, or contract with any employee or subcontractor of the Supplier who has been involved in delivering the Services.

#### 13. Governing Law

This Agreement is governed by the laws of {  
**contact.this\_agreement\_shall\_be\_governed\_by\_the\_laws\_of\_the** }.

#### 14. Dispute Resolution and Audit Rights

If a dispute arises, both Parties will first attempt resolution through direct discussion in good faith.

If unresolved after thirty (30) days, the matter shall be referred to mediation conducted by one of the following neutral mediation bodies, agreed upon by both Parties:

- Centre for Effective Dispute Resolution (CEDR)
- International Chamber of Commerce (ICC) Mediation Service
- Chartered Institute of Arbitrators (CIArb)
- Singapore International Mediation Centre (SIMC)
- American Arbitration Association / International Centre for Dispute Resolution (AAA/ICDR)

If the Parties cannot agree on a mediator, the organization appearing first alphabetically shall be appointed.

During mediation, both Parties agree to grant full audit rights, including access to banking, CRM, or project-related data relevant to the dispute.

The losing Party, as determined by the mediator or arbitrator, shall bear all mediation and audit costs.

If either Party refuses to cooperate with the agreed mediation or audit process, they will be deemed to have accepted the other Party's claims as valid.

This clause ensures transparency, fairness, and accountability in resolving disputes.

## 15. Notices

Formal notices shall be delivered to the registered office addresses of each Party or by email to the addresses used in the order form. Notices are deemed received two (2) Business Days after posting or upon email confirmation of delivery.

## 16. Term and Termination

This Agreement takes effect upon signing and continues indefinitely unless otherwise specified. Either Party may terminate the Agreement with thirty (30) days' written notice. All outstanding payments remain due up to the termination date.

## 17. Commission Structure

The commission agreement is as follows { **contact.commission\_notes** }.

Commissions (if any due) are payable thirty (30) days after the Client receives payment from any customer introduced through the Supplier's efforts.

The Supplier is entitled to commission payments for two (2) years on any client, customer, or company introduced through its growth activities, even if this Agreement is later terminated. Any new company or client introduced to the Client's business through the Supplier's efforts, unless clearly referred by an existing customer, shall be deemed a result of the Supplier's services.

If disagreement arises regarding the source of a customer, either Party may request an independent audit under Clause 14.

This provision ensures fair compensation for the Supplier's efforts that contribute to long-term visibility and growth while maintaining full transparency for both Parties.

## 18. Force Majeure

Neither Party shall be liable for delay or failure in performance due to circumstances beyond its reasonable control, including acts of nature, war, strikes, or interruption of utilities. If such circumstances continue for more than 180 days, either Party may terminate this Agreement by written notice.

## 19. Assignment and Subcontracting

The Supplier may subcontract or assign aspects of the Services as necessary to deliver the work efficiently. The Client may not assign or transfer its rights under this Agreement without the Supplier's prior written consent.

## 20. Jurisdiction

Each Party submits to the exclusive jurisdiction of the courts of England and Wales for the resolution of any disputes arising from this Agreement.


## 21. Other Details

{ **contact.additional\_terms\_\_details** }

## 22. Signatures

Executed by the authorized representatives of both Parties.

Client: {contact.name}

 Signature

Title: { contact.role\_\_position }

Company: { contact.cd\_company\_name }

Address: {contact.full\_address}

Supplier: { contact.which\_company }

Date: 

Select date